

Tandem

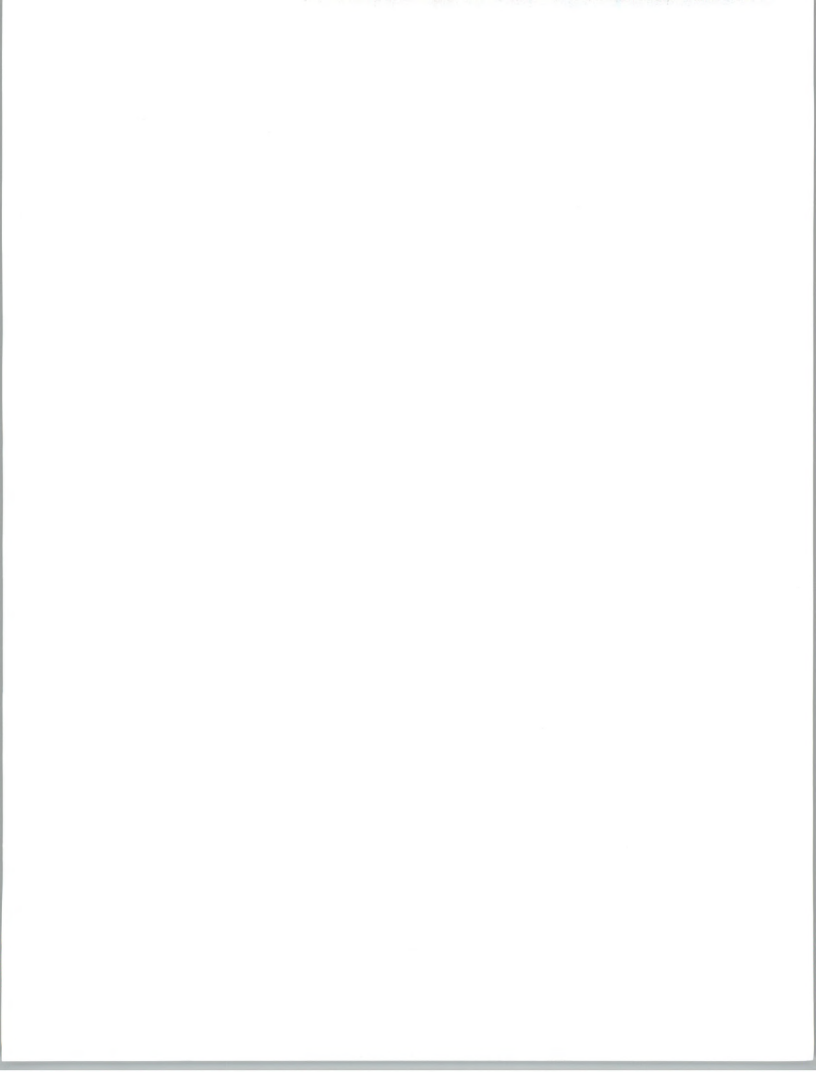
Client/Server Strategy

- Fault tolerance and high availability for client/server (Himalaya Range)
- “Instant Information Everywhere”
- Client/Server as a customer service/customer delivery tool
- Shift away from proprietary systems

MC3-DR-1

INPUT

Notes



Tandem

INPUT Analysis

- Fierce market → forced layoffs, hurt profits (Q3,'93)
- Himalaya Range must succeed
- UNIX-based OLTP focus for client/server strategically wise

MC3-DR-2

INPUT

Notes

GUPTA

Client/Server Strategy

- Develop/market easy-to-use, scalable, open software
- Build on success in comprehensive PC-based systems
- Enhance compatibility through alliance programs (ISV, NCP)

MC3-DR-3

INPUT

Notes

GUPTA

INPUT Analysis

- Good products, smart market focus, successful results
- Support and marketing need improvement
- Comprehensive vision faces competition (Powersoft, KnowledgeWare)

MC3-DR- 4

INPUT

Notes

Andersen

Client/Server Strategy

- Business Integration (BI) philosophy
- Strategic partnering (BIP program)
- Comprehensive software/service provisions

MC3-DR-5

INPUT

Notes

Andersen

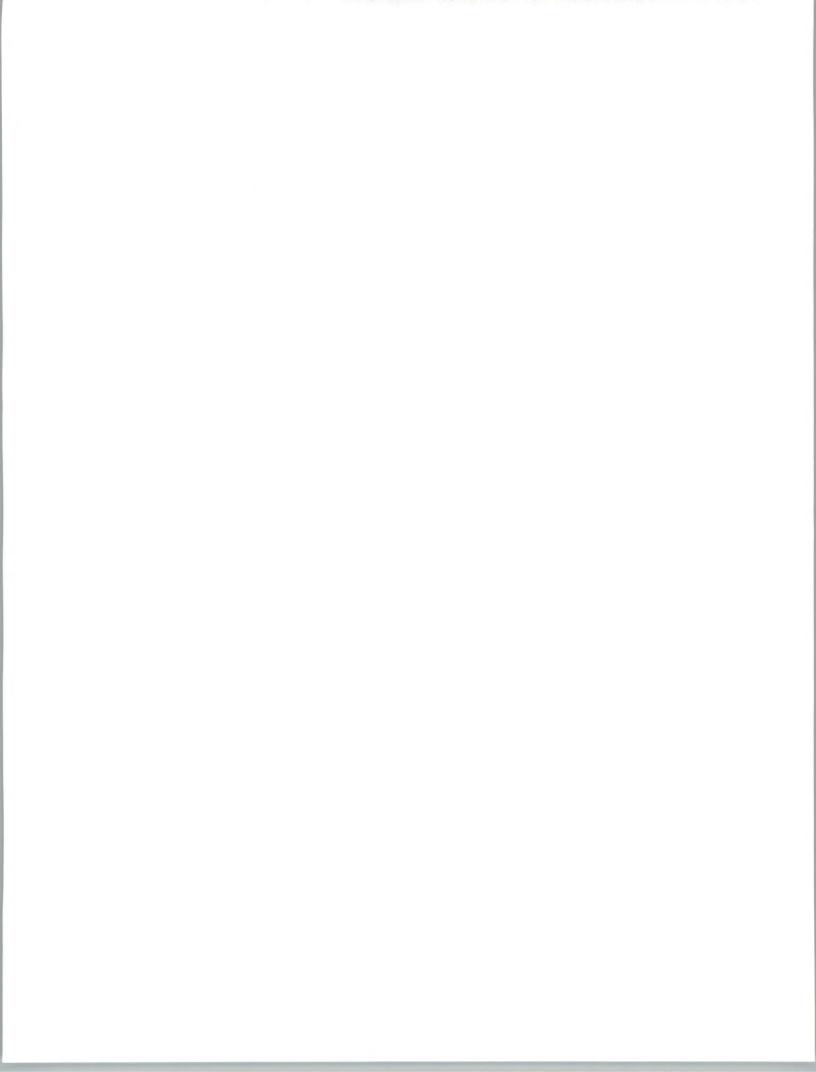
INPUT Analysis

- Powerful, dynamic tools (Foundation)
- Business Integration=intelligent, successful strategy
- Well positioned, focused for client/server

MC3-DR-6

INPUT

Notes



EDS

Client/Server Strategy

- Match technology to customer business needs
- Help customers define/implement client/server solutions (Right Step Program)
- Explore/develop new client/server technology

MC3-DR-7

INPUT

Notes

EDS

INPUT Analysis

- Multi-platform, multi-application expertise
- Deep understanding of business/industry needs
- Substantial experience and resources

MC3-DR-8

INPUT

Notes

OpenVision

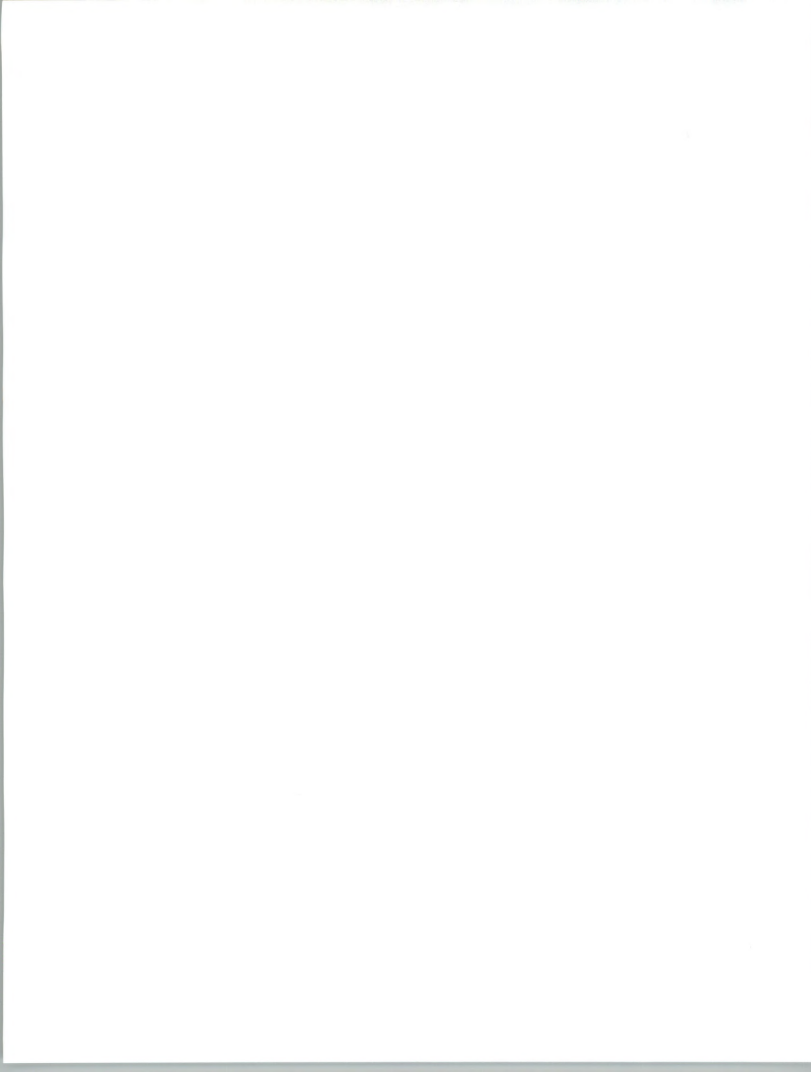
Client/Server Strategy

- Offer all-encompassing client/server system (OpenV*OPSS)
- "Customer-centric" service
- Strategic acquisition/alliance practices

MC3-DR-9

INPUT

Notes



OpenVision

INPUT Analysis

- Young company, old experience (Mike Fields, Oracle)
- OpenV*OPSS not a “make-or-break” product
- Successful integration/development of acquired products

MC3-DR-10

INPUT

Notes



Microsoft

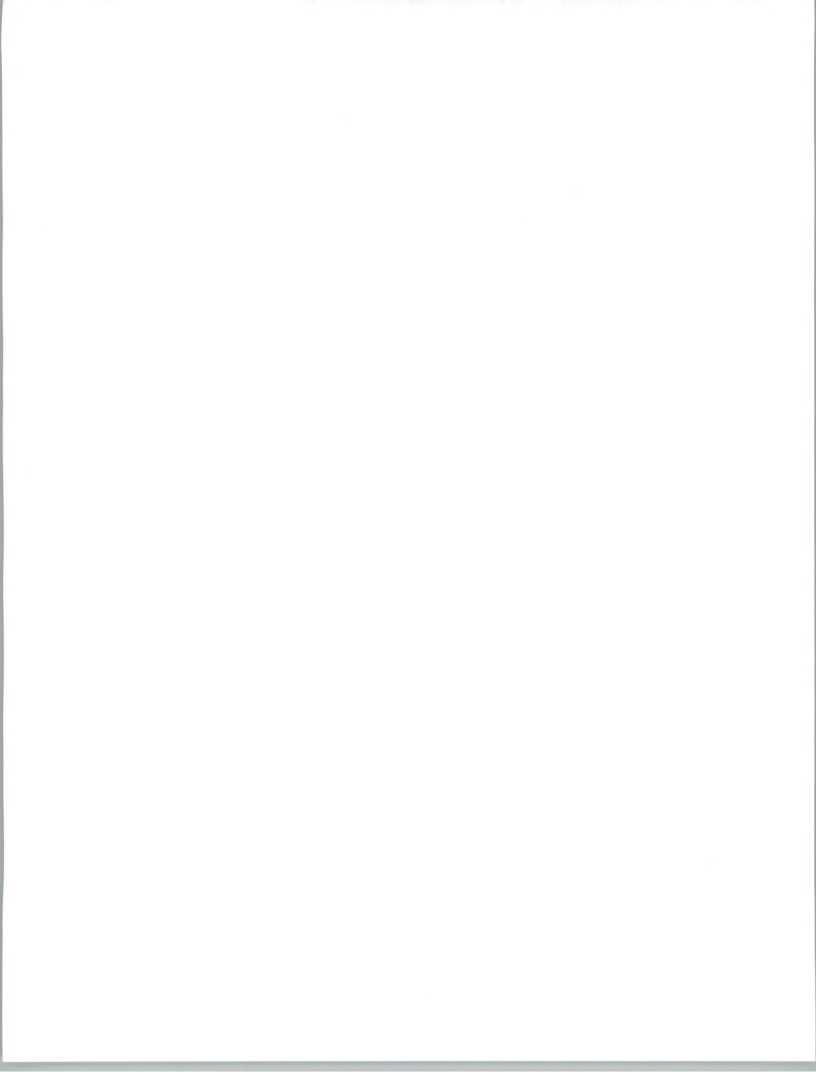
Client/Server Strategy

- Windows=fundamental client/server structure
- Develop and market for low-through high-end users
- Continuous development, end-user focus (Hermes, Cairo)

MC3-DR-11

INPUT

Notes



Microsoft

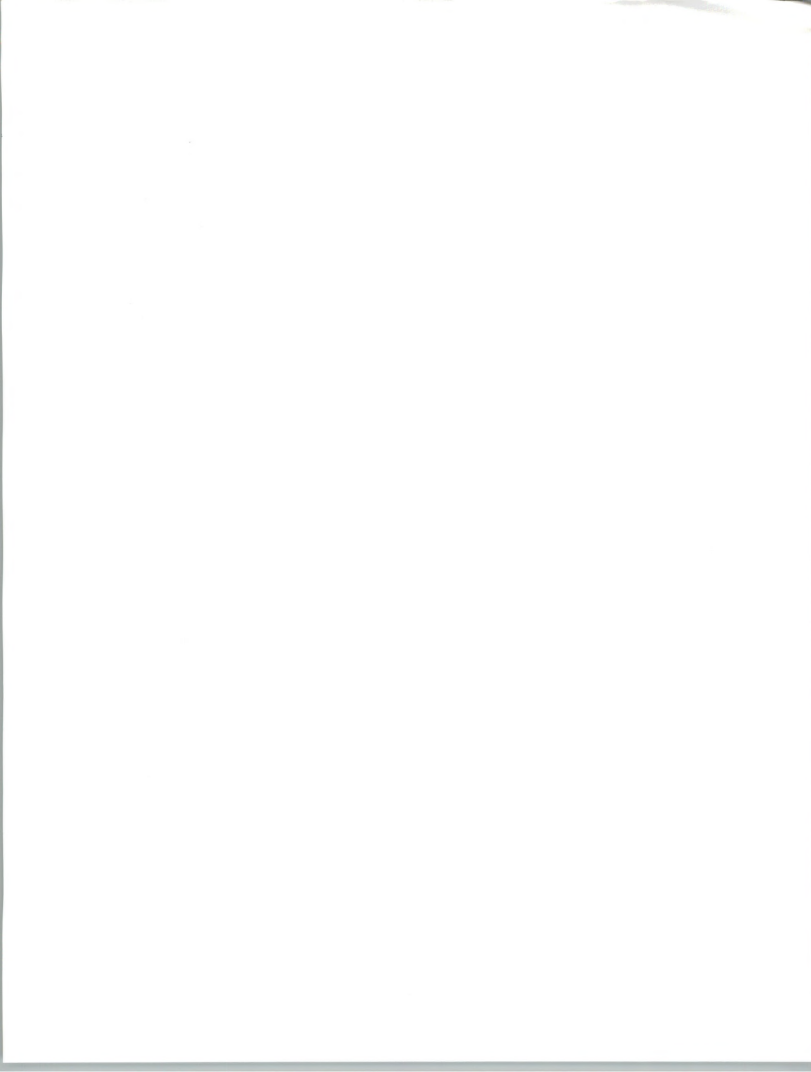
INPUT Analysis

- Position=top end-user GUI vendor
- NT is ambitious, but not proven
- NT, HERMES focus of extreme competition

MC3-DR-12

INPUT

Notes



Digital

Client Server Strategy

- Integrate technology, expertise, and industry focus
- New, comprehensive client/server services and business practices
- October 12, 1993—Over 170 new, C/S-focused products (Largest product announcement in Digital's history)

MC3-DR-13

INPUT

Notes

Digital

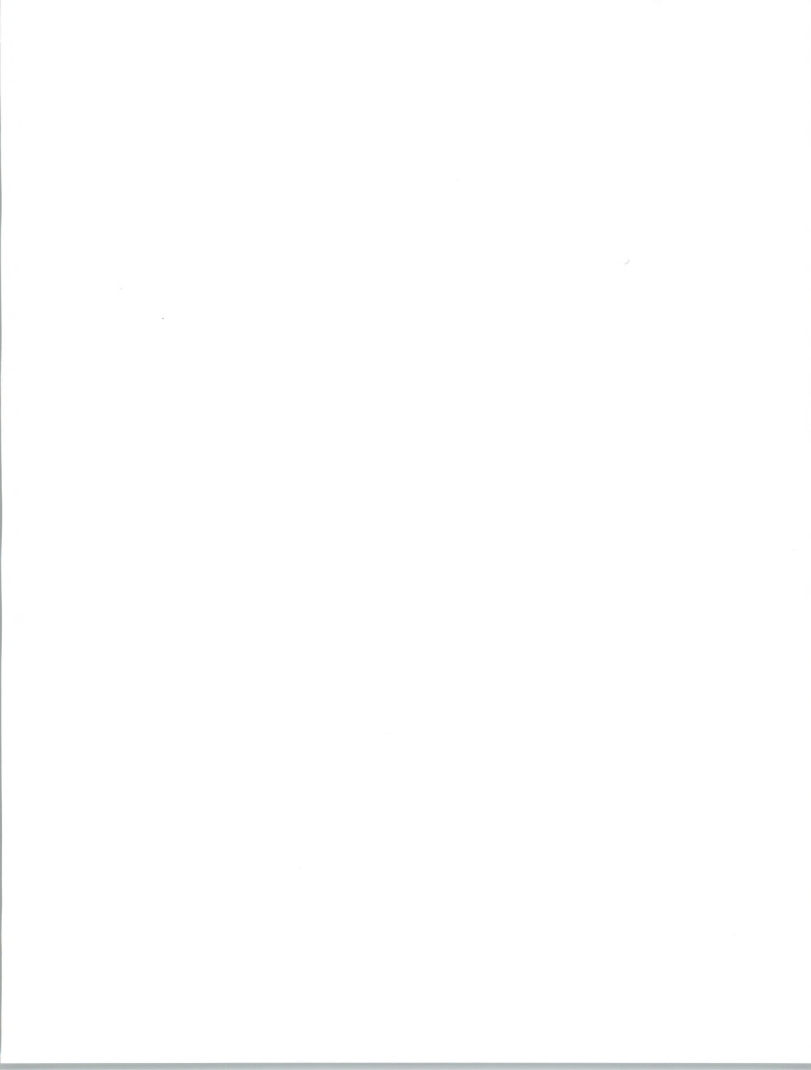
INPUT Analysis

- Acting on the need to change
- Positioned to provide client/server to installed base, and new customers
- Intriguing, strategic product direction

MC3-DR-14

INPUT

Notes



Intersolv

Client/Server Strategy

- Open applications development, regardless of platform mixture
- "Mix and match" hardware, networks, and software development
- Fast, cost-effective development to give customers competitive advantages

MC3-DR-15

INPUT

Notes

Intersolv

INPUT Analysis

- Competitive player in applications development market
- Strategic alliances (ex. Powersoft, Digitalk) bolstering market presence, installed base
- Modular product strategy—avoiding problems of being “all encompassing” solutions vendor

MC3-DR-16

INPUT

Notes



Powersoft

Client/Server Strategy

- LAN-focused applications development
- Client/Server Open Development Environment (CODE) partner program of alliances
- "Object Easy, SQL Smart, Windows Rich, MIS Friendly" product design

MC3-DR-17

INPUT

Notes

Powersoft

INPUT Analysis

- One product company—risky position
- Strong competition—Gupta, KnowledgeWare, Microsoft
- PowerBuilder successful, but still evolving
- CODE program serving well

MC3-DR-18

INPUT

Notes



Digital

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- Integrate technology, expertise, and industry focus
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Digital

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Intersolv

Client/Server Strategy

- Open applications development, regardless of platform mixture
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- Competitive player in applications development market
- Strategic alliances (ex. Powersoft, Digitalt) bolstering market presence, installed base
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Powersoft

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- Shift away from proprietary systems

MC3-DR-1

INPUT

Tandem

INPUT Analysis

- Fierce market → forced layoffs, hurt profits (Q3,'93)
- Himalaya Range must succeed
- ^{UNUSUAL-BASED} OLTP focus for client/server strategically wise

MC3-DR-2

INPUT

GUPTA

Client/Server Strategy

- Develop/market easy-to-use, scalable, open software
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MC3-DR-3

INPUT

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- Good products, smart market focus, successful results
- Support and marketing need improvement
- Comprehensive vision faces competition (Powersoft, Knowledgeware)

MC3-DR-4

INPUT

Andersen

Client/Server Strategy

- Business Integration (BI) philosophy
- Strategic partnering (BIP program)
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MC3-DR-5

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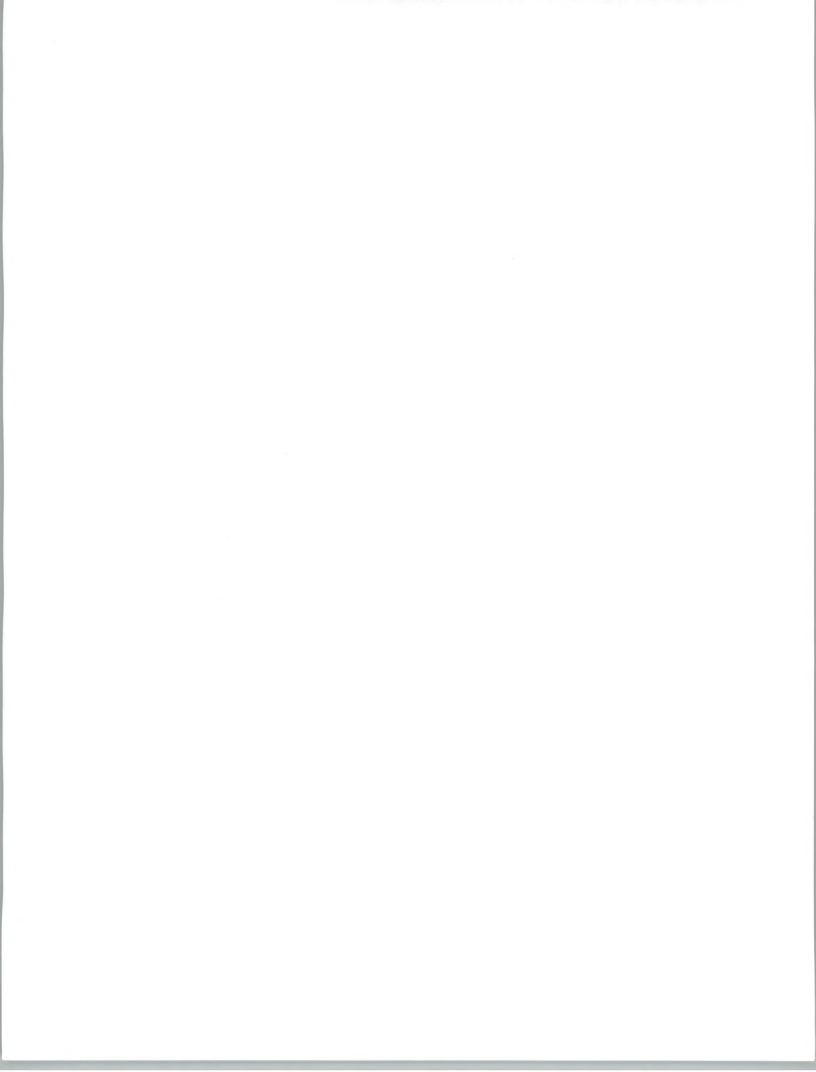
Andersen

INPUT Analysis

- Powerful, dynamic tools (foundation)
- Business Integration=intelligent, successful *strategy*
- Well positioned, focused for client/server

MC3-DR-6

INPUT



EDS

Client/Server Strategy

- Match technology to customer business needs
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- Explore/develop new client/server technology

MC3-DR- 7

INPUT

EDS

INPUT Analysis

- Multi-platform, multi-application expertise
- Deep understanding of business/industry needs
- Substantial experience and resources

MC3-DR- 8

INPUT

OpenVision

Client/Server Strategy

- Offer all-encompassing client/server system (OpenV* OPSS)
- "Customer-centric" service
- Strategic Acquisition/alliance practices

MC3-DR- 9

INPUT

OpenVision

INPUT Analysis

- Young company, old experience (Mike Fields, Oracle)
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MC3-DR- 10

INPUT

Microsoft

Client/Server Strategy

- Windows=fundamental client/server structure
- Develop and market for low-through high-end users
- Continuous development, end-user focus (HERMES)

MC3-DR- 11

INPUT

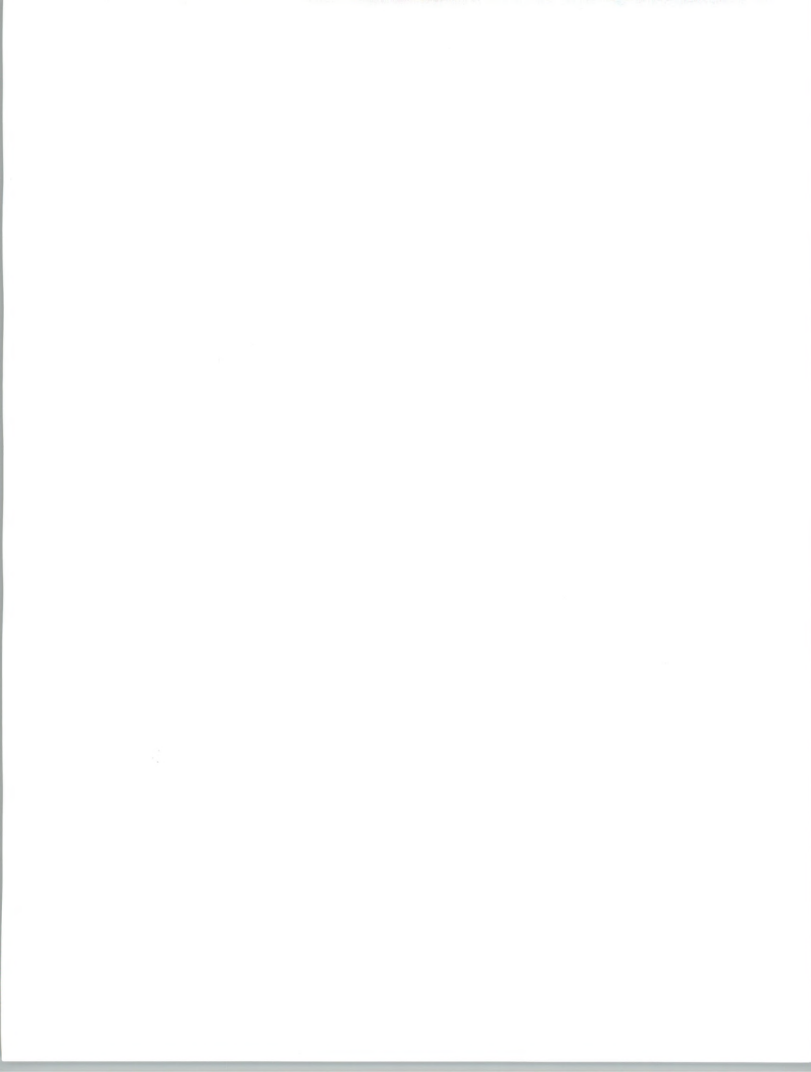
Microsoft

INPUT Analysis

- Position=top end-user GUI vendor
- NT is ambitious, but not proven
- NT, HERMES focus of extreme competition

MC3-DR- 12

INPUT



EDS

Client/Server Strategy

- Match technology to customer business needs
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MC3-DR- 7

INPUT

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MC3-DR- 8

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MC3-DR- 11

INPUT

Microsoft

INPUT Analysis

- Position=top end-user GUI vendor *not Proven*
- NT is ambitious, but *unproven*
- NT, HERMES focus of extreme competition

MC3-DR- 12

INPUT

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1280 Villa Street, Mountain View, CA 94041-1194 (415) 961-3300
Fax (415) 961-3966

Tandem

Client/Server Strategy

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MC3-DR- 1

INPUT

Tandem

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- Himalaya Range must succeed
- OLTP focus for client/server strategically wise

MC3-DR- 2

INPUT

GUPTA

Client/Server Strategy

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MC3-DR- 3

INPUT

GUPTA

INPUT Analysis

- Good product, smart market focus, successful results
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- Comprehensive vision faces competition (Powersoft, Knowledgeware)

MC3-DR- 4

INPUT

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products
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Andersen

Client/Server Strategy

- Business Integration (BI) philosophy
- Strategic partnering (BIP program)
- Comprehensive software/service provisions

MC3-DR- 5

INPUT

Andersen

INPUT Analysis

- Powerful, dynamic tools (foundation)
- Business Integration=intelligent, successful
- Well positioned, focused for client/server

MC3-DR- 6

INPUT

INPUT

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MC3-DR- 13

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MC3-DR- 14

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Intersolv

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MC3-DR- 15

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Intersolv

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MC3-DR- 16

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MC3-DR- 17

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MC3-DR- 18

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